

# The Art of Engaging Your Audience

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**Introductions: Name, Organization, Pronouns, one interesting fact about a grandparent of yours**

# What can art organizations do for us?

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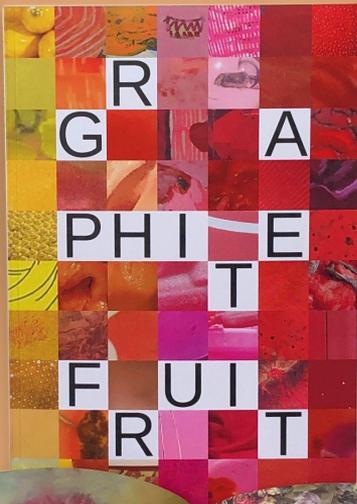
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- The “soft power” of cultural organizations as elite places of cultural consumption reflecting the dominant culture, influencing the populace. [audience as recipients]
- Art organizations as part of Civil Society – for the people and belonging to the people. [audience as creators]





**NOW DIG THIS!**  
ART & BLACK LOS ANGELES 1960-1980



# Power Over

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- Coercive power
- Leadership by authority, based on the dispensation of rewards and punishment
- Corporate or hierarchical decision-making power

# Power With

- Coactive power
- Leadership by facilitation, of cooperative relationships based on intrinsic goals and core values
- More distributed, horizontal decision-making power

# Core Values ([18thstreet.org/corevalues](https://18thstreet.org/corevalues))

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We recognize our responsibility to address histories of oppression and resistance that shape privilege and power related to race, gender identity, class, sexuality, ethnicity, religion, ability and national origin. We propose to work towards greater equity through these core values (1):

- **We support artists who empower others**, recognizing the capacity of artmaking together to make equitable places of community and reimagine oppressive structures.
- **We value relationships that last beyond funding cycles**, knowing that our shared commitment to a different future is long-term.
- **We share our work and our power**, acknowledging often unseen labor while distributing leadership and decision-making.
- **We honor solidarity with the marginalized and disenfranchised**, and work to center traditionally decentered voices with a sense of humility.
- **We recognize all forms of knowledge**, and refuse to rank expertise over experience, the universal over the local, and the absolute over the idiosyncratic. We favor inclusive, expansive, and generative zones of inquiry. (2)
- **We work towards nonexploitative, sustainable processes** and practices that reconnect us with the Earth and to one another. (3)

***WE-Making: How Arts & Culture Unite People to Work Toward Community Well-Being***  
**Theory of Change towards Social Cohesion and Healthy Communities**  
**Metris Arts, PolicyLink, + the NEA**

# PLACE-BASED ARTS AND CULTURAL STRATEGIES

THAT BEGIN WITH COMMUNITY KNOWLEDGE OF STRUCTURAL CONDITIONS AND BARRIERS TO WELL-BEING, INCLUDING RACISM AND OTHER OPPRESSIONS, AND THEN



## AMPLIFY THE DRIVERS



## OF SOCIAL COHESION

THAT NURTURE COORDINATED COMMUNITY ORGANIZING AND ACTIVITY



AND LEAD TO INCREASED EQUITABLE COMMUNITY WELL-BEING.



This process feeds back into, amplifies, and grows **SOCIAL COHESION**.

- **Build and share power through community ownership:** Strategies that center around community member co-design and co-creation, and that build community leadership
- **Connect people across difference:** Strategies that invite community members to collaborate and share experiences
- **Include all types of community members:** Strategies that encourage participation from parts of the community that might not otherwise participate
- **Have a consistent presence in the community:** Anchor spaces and organizations grounded in a community that can build on achievement over time
- **Align with community change goals to reinforce desired impacts:** Strategies that are reflective of community well-being goals.

# Strategy: The Outside-In Approach

# Advisory or Youth Councils



<https://tyler.temple.edu/our-advisory-council>



**Funeral for a Home**

# Walker Teen Arts Council

<https://www.instagram.com/walkerteens>



# To Consider

- Staff capacity
- Leadership commitment
- Making room in the curatorial/programming process
- Not setting up a hierarchy of programs
- Clear expectations
- Compensation



**Strategy: Go to Your Audience**

# Auxiliary Spaces - LACMA'S Charles White Elem. Gallery



# Pop-Up Spaces - Cognate Collective's Market Exchange



# Public Spaces



# Digital Spaces



#OprahsLifeclass @OprahWinfrey  
Brené Brown: The Gifts of Imperfection 6-Week eCourse | Oprah's Lifeclass | Oprah Winfrey Network



Milk and Water: A Conversation with  
Patty Chang and Astrida Neimanis

More from 18th Street Arts Center  
[Autoplay next video](#)

Milk and Water: A...



Arts Learning Lab @ Home: "Mapping  
Your Story" with Christine Suarez

More from 18th Street Arts Center  
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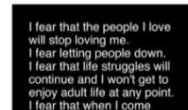
LAS HIJAS DE LOS DIAS: 7 Female  
Views from the Margins  
January 27, 2020 - August 7, 2020



DRAWING CONNECTIONS  
February 10, 2020 - August 7, 2020



To Protect & Serve? Five Decades  
of Posters Protesting Police  
Violence  
August 24, 2020 - October 2, 2020



Patty Chang | Milk Debt  
October 16, 2020 - January 22, 2021



Building Networks of Empathy  
October 24, 2020 - December 15, 2020

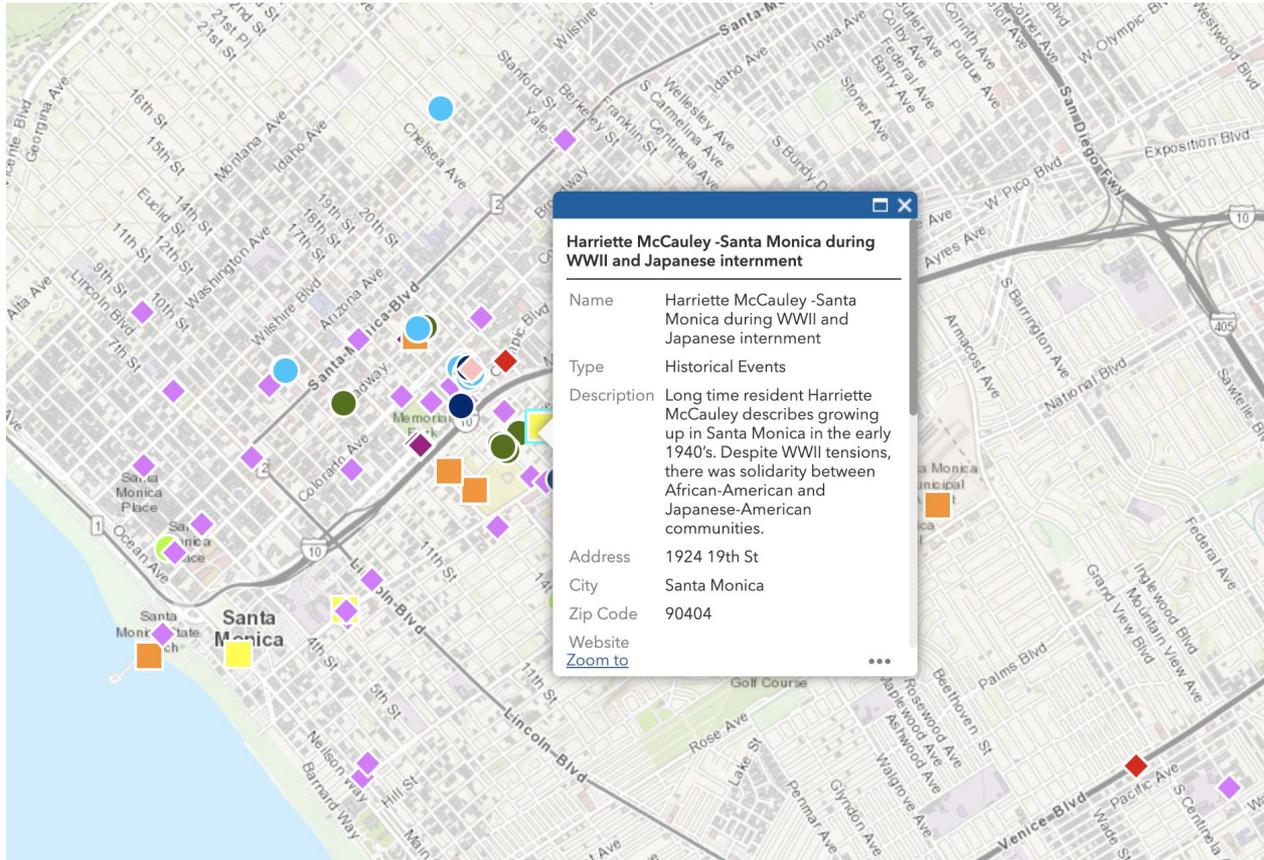
# To Consider

- Staff capacity
- Tying it back to the institution - invitation
- Metrics for engagement
- Timeline and commitment
- Working closely with partners on mutual goals



# Strategy: Culture Mapping & Strengthening Belonging

# Culture Mapping 90404 - culturemapping90404.org





# Hammer Museum's Classroom-in-Residence



# To Consider

- Long-term
- Open creative partnerships to consistently maintain
- Opening up the organization
- Core commitment
- Being nimble and responsive



# Strategy: Opening Direct Lines of Communication

# Text-based communication: Send Me SFMOMA

Send me 🌐



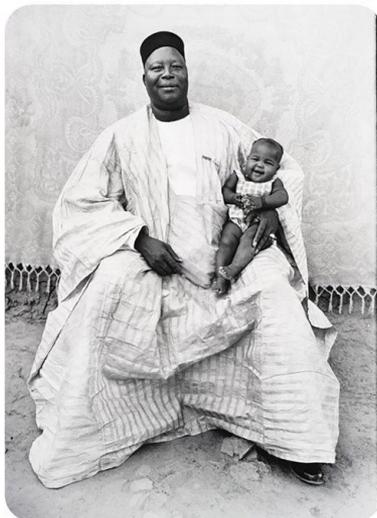
Bill Owens, 'World Savings Opening Day, from the series Working (I Do It For The Money)', 1975



Text Message



Send Me Love!



Seydou Keita, 'Untitled', 1949-1952; printed 1996



Text Message



# Social Strategies

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- 30% self-marketing, 70% showing not telling your core values
- Short + engaging - tell people up front what you want them to do
- FB Live - and video, video, video
- IG and FB stories are a necessity
- Center the voices of the folks you want to cultivate.

# Language Justice and Accessibility

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# Membership Platforms



Find a creator

Create on Patreon Log in

## Select a membership level

### Creative Community Member



**\$5**

PER MONTH

Join

Our **creative community members** are the bedrock of our organization - people who believe in what we do and value the contributions of 18th Street Arts Center to the arts ecosystem. You believe that artists should be supported, and that the

[Show more](#)

- Access to our Arts Learning Lab @

### International Arts Lover



**\$10**

PER MONTH

Join

As an **international arts lover**, you believe (like we do) that artists are important cultural ambassadors. You know that a thriving international arts community is key to addressing the major challenges of our time. You value the

[Show more](#)

- Access to quarterly Borderless video

### Arts Professional



**\$15**

PER MONTH

Join

As an **arts professional**, you are deeply involved in creating, making, connecting, and facilitating culture. You value the connections between artists and publics that artist communities like 18th Street Arts Center provide, and you know how

[Show more](#)

- Access to our Arts Learning Lab @

<https://www.patreon.com/18thstreetarts>

# Breakout Discussion

## To DISCUSS:

- Which of these strategies resonated with you and your audience goals? How would you modify them to expand your audience directly?
- What other strategies that have worked for your organization could you share?
- What is the biggest barrier you are facing right now?